



# EVENT SPONSORSHIP POLICY

Travel Santa Ana (TSA), a 501(c)(6) private, non-profit organization, is the official Destination Marketing Organization (DMO) of the City of Santa Ana.

**Our Mission:** To share Santa Ana with the world leading to increased visitor spending and enhanced quality of life for residents.

**Funding:** Our organization is funded by a private sector Tourism Marketing District (TMD) 2% self-assessment on overnight accommodations that our 17 hotels/motels have agreed to collect to promote tourism in Santa Ana.

**Event Marketing in Promotion of the Destination:** TSA and its board of directors recognizes that special events and festivals can provide vibrant experiences for visitors, showcase the destination to specific niche audiences with special interests, and help drive general brand awareness. Events can bring in non-Orange County residents overnight and day visitors to the destination, which supports local retailers, restaurants, and activity providers.

We provide complimentary marketing and service support for events and festivals, as well as three separate tiers of funding support, depending on the event, its target audience, its status as an on-going or developing event, and its visitor-resident mix of customers.

**Exclusion of Support for Event Operations:** TSA is a destination marketing organization. As such, our mission, expertise, and support are focused on marketing, public relations, social media, visitor information services and group housing/ bid assistance for events. We do not provide operational or volunteer support for events.

## **Section I: Marketing & Visitor Services Assistance**

TSA may offer a variety of complimentary marketing and visitor service support for local events that attract visitors and promote Santa Ana positively. Here's an overview:

### **Core Marketing & Sales Support:**

- Free listing on TSA's events calendar on our destination website [www.travelsantaana.com](http://www.travelsantaana.com).
- Free outreach to local hotels by our director of sales to secure competitive bids for event accommodations rates, room blocks, event space and/or catering, and related services as requested.
- Social media posts on our Instagram, and Facebook feeds that reach engaged Travel Santa Ana visitors both in destination and out of destination, as well as a local audience: FB: @Travelsantaana Instagram: #travelsantaana
- TSA consideration of enhanced social media promotions, to be custom developed, such as Facebook Live at the event, digital influencer familiarization trip (FAM) to cover the event, TSA blogger coverage of event, feature in leisure visitor e-newsletter, etc.
- TSA consideration of hosting individual media visit/FAM during targeted annual signature event.
- If an event works well as a hospitality hosting venue for meeting planners, TSA's group sales can consider activation of planner FAM or hosted day activity for targeted planners.
- Other customized support services considered on an individual basis.

### **Section II: Eligibility: For event applicants to be considered for sponsorship support from TSA, all applicants must provide and clearly demonstrate that:**

- The event will attract overnight visitors to Santa Ana, California.
- The event will have a measurable, numerically quantified positive impact on the local economy, including estimated visitor spending and resident impact.
- The event is for the betterment of Santa Ana's hospitality and tourism industry.
- The proposed event or activity fits into TSA's destination marketing strategy, appeals to our targeted visitor markets, and reflects well on the city.
- Provide a meaningful sponsorship recognition and marketing benefits package to TSA that helps our organization achieve its goals.
- Provide a projected budget, including projected total revenues, expenses, and net balance for the proposed year.

- The submitting organization has adequate resources and financial standing to produce the event successfully. The organization is a legally registered for profit or not-for-profit corporation with a legal business license in Santa Ana, California or within its home municipality. (Please supply your organization's federal tax ID number on your application)

### **Section III: Applicants Overview**

The number of sponsorships available by TSA is restricted and may vary from year to year depending on budgetary limitations.

In general, TSA sponsorships shall not be considered as long-term commitments, to encourage independent viability of events, as well as support for new initiatives.

An organization can apply for funds for up to three consecutive years; however, there are no guarantees that a sponsorship will be carried over from one year to another. Sponsorships that continue beyond one year should normally expect a 20% decrease in funding each year. An exception may be made if the event organizer can clearly demonstrate through measurable results that the event or activity is substantially increasing its return on TSA's investment to the city's tourism community, particularly its accommodation providers that pay TMD funding.

There must be a clear value received by TSA for any event sponsorship. For example, groups or individuals coordinating and executing a public event or activity shall accomplish one or more of the following objectives:

- Promote tourism by bringing in overnight guests to Santa Ana hotels/motels. Note, third-party rentals, e.g., Airbnb are against city ordinance, any event organizer found to be promoting/utilizing third-party rentals will be ineligible for TSA funding. (See specific minimum requirements within each funding level).
- Improve or enhance the quality of destination experiences for visitors, as well as quality of life for residents in Santa Ana.
- Create direct economic impact to the city through spending in accommodations, restaurants, retail shops, and attractions, event fees, parking fees, jobs support and taxes generated.

### **Section IV: Budgetary Limitations and Submission Response Timing**

Any consideration for sponsorships is predicated on budgetary limitations. Event sponsorship funds are limited. It is essential that prior to making any awards, TSA has the necessary funding to carry out its main mission and objectives. Therefore, the amount set for sponsorships will vary from year to year.

Applications for funding above \$1,001 will be reviewed by a three (3) member task force of board members and staff selected by TSA's chairman and president annually, scored by the agreed evaluation criteria, and recommendation for sponsorship funding agreed upon by the task force.

These general distribution guidelines will be followed:

- Recipients of Level II and Level III funded sponsorships are required to submit verification of expenses paid for by TSA invested funds to receive their payment disbursement.
- Any unawarded funds may roll over into the next budget year to be used by Travel Santa Ana as needed for general destination marketing programs.
- Once the budgetary limits are depleted, no additional requests will be considered until there is a new budget year funding cycle.

### **Section IV: Sponsorship Applicants**

Applicants will receive confirmation of receipt of their application via email within ten (10) business days, along with a schedule for sponsorship evaluation by the task force, if applicable.

Applicants for funding between \$3,499-\$5,000 may be called upon to make a presentation to the TSA Event Task Force.

Each group or organization making a request is required to submit a completed application along with required documents per funding tier. The request for sponsorship will be ineligible for funding if any section of the application process is incomplete.

### **Section V: Funding Tiers**

Tier 3 Sponsorship under \$1,000 will be considered when all previously defined eligibility requirements (see Section II) as well as the following criteria are met:

- No event shall be considered unless there is a minimum window of at least 30 days prior to the proposed event, in addition to the application review process.
- The event or activity has the potential to bring to Santa Ana at least 10 room nights to Santa Ana hotels/motels that can directly and specifically be attributed to the event.

Sponsorships at this level will be awarded internally by TSA's president and are not subject to review by the Event Sponsorship Task Force.

Tier 2 Sponsorship will be considered between \$1,001-\$3,499 when all previously defined eligibility requirements (see Section II) as well as the following criteria are met:

- No event shall be considered unless there is a minimum window of at least 90 days prior to the proposed event, in addition to the application review process.

- A marketing plan with a detailed section on how this event will be promoted to attract overnight visitors.
- The event or activity has the potential to bring to Santa Ana at least 50 room nights to Santa Ana hotels/motels that can directly and specifically be attributed to the event.

Tier 1 Sponsorship will be considered between \$3,500-\$5,000 when all eligibility requirements (see Section II) as well as the following criteria are met:

- No event shall be considered for this level of sponsorship unless there is a minimum window of at least 120 days prior to the proposed event, in addition to the application review process.
- A strategic plan is included at the time of the sponsorship application.
- A marketing plan with a detailed section on how this event will be promoted to attract overnight visitors.
- The proposed event or activity should be unique; sponsorship will not be considered for events similar to those found in other cities, especially in Orange County.
- The event or activity must have the potential to bring at least 100 room nights to Santa Ana hotels/motels that can directly and specifically be attributed to the event.

**Section VI: Timeline and Application Link**

Event organizers may make submissions starting January 15, 2023, for events occurring on or after March 1, 2023.

